

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 04941 301238Z

65

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 048976

R 301210Z SEP 75
FM AMEMBASSY STOCKHOLM
TO AMEMBASSY OSLO
INFO SECSTATE WASHDC 5805
USDOC WASHDC
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI

UNCLAS STOCKHOLM 4941

FOR COMMERCIAL ATTACHE

E.O. 11652: N/A

TAGS: BEXP, BTRA, SW, DA, FI, NO

SUBJECT: FOREIGN BUYERS GROUP - CONSUMER GOODS - SWEDEN, DENMARK,
FINLAND, NORWAY

REF: OSLO 4015

1. ALTHOUGH RECENT STRENGTHENING OF DOLLAR AGAINST SWEDISH
KRONA MAY IN SHORT RUN DAMPEN GROWTH IN SALES OF US CONSUMER
GOODS HERE, WE BELIEVE PROGRAM OUTLINED IN REFTEL SHOULD
ELICIT CONSIDERABLE INTEREST AMONG LARGER SWEDISH IMPORTERS.
SINCE MANY OF THESE IMPORTERS PLAN THEIR OVERSEAS TRAVEL
MANY MONTHS IN ADVANCE, WE SHOULD LIKE TO BEGIN PROMOTING
THE US TRIP IN COOPERATION WITH HABBERSTAD'S SWEDISH
SUBSIDIARIES. PLEASE CABLE NAMES, ADDRESSES, AND PHONE
NUMBERS OF THESE SUBSIDIARIES.
STRAUSZ-HUPE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 30 SEP 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STOCKH04941
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750338-0998
From: STOCKHOLM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t1975093/aaaaacnz.tel
Line Count: 47
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 OSLO 4015
Review Action: RELEASED, APPROVED
Review Authority: MartinML
Review Comment: n/a
Review Content Flags:
Review Date: 11 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 JUN 2003 by MaustMC>; APPROVED <11 FEB 2004 by MartinML>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYERS GROUP - CONSUMER GOODS - SWEDEN, DENMARK, FINLAND, NORWAY
TAGS: BEXP, BTRA, SW, DA, FI, NO
To: OSLO
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006